

Claims

1. A method of photographing the skin of a person, said method comprising the steps of:

5 (i) illuminating said skin with at least one light source, where the light emitted from said light source is filtered using a polarizing filter; and

(ii) capturing the image of said illuminated skin with a camera;

10 wherein the angle formed by said light source, said skin, and said camera is from about 35 degrees to about 55 degrees.

15 2. A method of claim 1, wherein the light entering said camera is not filtered with a polarizing filter prior to such light entering said camera.

20 3. A method of claim 1, wherein said polarizing filter is a linear polarizing filter.

4. A method of claim 2, wherein said polarizing filter is a linear polarizing filter.

25 5. A method of claim 3, wherein said linear polarizing filter is arranged such that the electric field of the emitted light is about perpendicular to the plane formed by said light source, said person's skin, and said camera.

30 6. A method of claim 4, wherein said linear polarizing filter is arranged such that the electric field of the emitted light is about perpendicular to the

plane formed by said light source, said person's skin,
and said camera.

5 7. A method of claim 5, wherein said linear
polarizing filter is arranged such that the electric
field of the emitted light is about vertical and the
plane formed by said light source, said person's skin,
and said camera is about horizontal.

10 8. A method of claim 6, wherein said linear
polarizing filter is arranged such that the electric
field of the emitted light is about vertical and the
plane formed by said light source, said person's skin,
and said camera is about horizontal.

15 9. A method of claim 1, wherein said angle formed
by said light source, said skin, and said camera is about
45 degrees.

20 10. A method of claim 7, wherein said angle formed
by said light source, said skin, and said camera is about
45 degrees.

25 11. A method of claim 8, wherein said angle formed
by said light source, said skin, and said camera is about
45 degrees.

30 12. A method of promoting a skin care product,
said method comprising:

(i) illuminating said skin with at least one light
source, where the light emitted from said light source is
filtered using a polarizing filter;

(ii) capturing the image of such illuminated skin with a camera, wherein the angle formed by said light source, said skin, and said camera is from about 35 degrees to about 55 degrees;

5 (iii) presenting said image to said person; and
 (iv) suggesting skin care products based upon said person's review of said image.

10 13. A method of claim 12, wherein said method further comprises presenting said person with one or more questions relating to said presented image and said suggestion of skin care products is based upon said person's answers to said one or more questions.

15 14. A method of claim 12, wherein the light entering said camera is not filtered with a polarizing filter prior to such light entering said camera.

20 15. A method of claim 12, wherein said polarizing filter is a linear polarizing filter.

 16. A method of claim 13, wherein said polarizing filter is a linear polarizing filter.

25 17. A method of claim 15, wherein said linear polarizing filter is arranged such that the electric field of the emitted light is about perpendicular to the plane formed by said light source, said person's skin, and said camera.

30 18. A method of claim 16, wherein said linear polarizing filter is arranged such that the electric field of the emitted light is about perpendicular to the

plane formed by said light source, said person's skin,
and said camera.

5 19. A method of claim 17, wherein said linear
polarizing filter is arranged such that the electric
field of the emitted light is about vertical and the
plane formed by said light source, said person's skin,
and said camera is about horizontal.

10 20. A method of claim 18, wherein said linear
polarizing filter is arranged such that the electric
field of the emitted light is about vertical and the
plane formed by said light source, said person's skin,
and said camera is about horizontal.

15 21. A method of claim 12, wherein said angle formed
by said light source, said skin, and said camera is from
about 45 degrees.

20 22. A method of claim 13, wherein said angle formed
by said light source, said skin, and said camera is about
45 degrees.

25 23. A method of claim 19, wherein said angle formed
by said light source, said skin, and said camera is about
45 degrees.

30 24. A method of claim 20, wherein said angle formed
by said light source, said skin, and said camera is about
45 degrees.